

**Federal Aviation Administration (FAA)  
Instructional Services Market Survey for  
FAA Academy Management and Executive Leadership Training**

**I. CORPORATE SUMMARY**

(A) Check one block that describes your largest customer segment (within the past 3 years):

- ☐ Federal government
- ☐ State and local government
- ☐ Fortune 500 corporation(s)
- ☐ Public education institution
- ☐ Other (specify) \_\_\_\_\_

(B) Which of the following categories best describes your target market for services offered?  
One or more areas may be identified. Provide a description in written response.

- ☐ Adult learning (technical, trade, self-improvement, career enhancement)
- ☐ e-Learning (web delivery, satellite, computer-based instruction)
- ☐ Academic higher learning (collegiate degree programs)
- ☐ Other (specify) \_\_\_\_\_

(C) Which of the following best describes the type of training service delivered by your company?

- ☐ Executive seminars
- ☐ Business management skills
- ☐ Leadership development
- ☐ Consultant for workforce training
- ☐ Other (specify) \_\_\_\_\_

(D) Which of the following categories represent your greatest corporate asset that can contribute to the success of FAA management training, leadership and employee development?

- ☐ Manage and oversight
- ☐ Instructor resources
- ☐ Cost control
- ☐ Quality control
- ☐ Leadership in the market and innovation

(E) The site for instruction/training services by your company is provided most frequently:

- ☐ At the customer location/site
- ☐ At your corporate specified location/site
- ☐ At the customer site for in residence students
- ☐ At the customer specified location as required
- ☐ As web-based training
- ☐ By satellite based training

- (D) Check all applicable location(s) where your corporation currently or would consider providing qualified Instructors to deliver the described training support.

<input type="checkbox"/> Atlanta, GA
<input type="checkbox"/> Cleveland, OH
<input type="checkbox"/> Denver, CO
<input type="checkbox"/> Kansas City, MO
<input type="checkbox"/> Los Angeles, CA
<input type="checkbox"/> Milwaukee, WI
<input type="checkbox"/> Orlando, FL

## **II. DEMONSTRATION OF EXPERIENCE**

- (A) The majority of training services delivered by your organization during the past 3 years is best represented by which of the following:

- ☐ Classroom instruction of custom courses for managers
- ☐ Classroom instruction of commercial courses for managers
- ☐ Facilitating of blended learning (effective combination of different modes of delivery, models of teaching and styles of learning)
- ☐ Training consultants (specify application) \_\_\_\_\_
- ☐ Delivery of e-learning courses
- ☐ Instructional design and development
- ☐ Instructional revision (course material update)
- ☐ Other (specify) \_\_\_\_\_

- (B) Which of the following best describes your corporate strength/ability in the market within the last 3 years? Please support your response with the completion of Attachment 3, Experience Data.

- ☐ Expertise of Instructors
- ☐ Consulting/advisory experience
- ☐ Performance outcomes
- ☐ Instructional design and development
- ☐ Instructional revision

- (C) Which of the following categories represents your greatest corporate asset in providing effective training services?

- ☐ Instructional technique changes
- ☐ Personnel training
- ☐ Corporate recruitment
- ☐ Affiliations
- ☐ Other (Specify) \_\_\_\_\_

### **III. INSTRUCTOR RESOURCES:**

- (A) How many instructors are retained as permanent employees under the "prime company" submitting this response? \_\_\_\_\_
- (B) FAA minimum qualifications for instructors are identified as requiring a Masters degree in a relevant field; minimum of three years experience as a manager; and demonstrated expertise as an instructor of adult learners. What percentage of the permanent employees identified in Question (A) above have these qualifications?
- ☐ 25%
  - ☐ 50%
  - ☐ 75%
  - ☐ 100%
- (C) Does your company have a continued education program that will contribute to the Instructors' competencies for the design, development and delivery of training? If yes, provide description and examples in written response.
- ☐ Yes
  - ☐ No
- (D) Which one of the following is the most important factor influencing your company's planning for resources and quality delivery of the training services defined herein?
- a. Number of required instructors
  - b. Notification (lead-time) for performance
  - c. Course type/content
  - d. Instructor subject matter expertise
  - e. Location
  - f. Other (specify) \_\_\_\_\_

### **IV. AFFILIATIONS AND RELATIONSHIPS**

- (A) Your anticipated resource base for the requirement described herein is best described by access to which of the following categories:
- ☐ Internal personnel and subject matter experts
  - ☐ Academic resources (Instructors and staff)
  - ☐ Arrangement for partnership resources
  - ☐ Prime and subcontract arrangement
  - ☐ Other (specify) \_\_\_\_\_

(B) How often do you rely on affiliations or relationships to deliver training to your customers in order to achieve successful contract performance?

- ☐ 0-25% of your business
- ☐ 26%-50% of your business
- ☐ 51-75% of your business
- ☐ 76%-100% of your business

**V: GENERAL BUSINESS PROVISIONS**

(A) Does your company have established commercial standards for the delivery of training services? If yes, provide the provisions with your written response.

- ☐ Yes
- ☐ No

(B) Your company pricing strategy for the services offered in this market is best described by which of the following:

- ☐ Published catalog pricing
- ☐ Price per federal schedule (established pricing schedule such as GSA, etc.)
- ☐ Established annual price list
- ☐ Custom pricing based upon cost elements involved in training services

(C) Which pricing arrangement best describes the training service pricing arrangement(s) for your current customers:

- ☐ Fixed price per course
- ☐ Instructor per day price
- ☐ Instructor fixed hourly rate
- ☐ Other (specify)\_\_\_\_\_